

CONTRACT



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Mundy Katowitz Media
1322 G Street SE
Washington, DC 20003

<u>Contract / Revision</u> 570314 /		<u>Alt Order #</u> 07898554
<u>Product</u> PRIORITIES USA		
<u>Contract Dates</u> 10/23/12 - 10/29/12	<u>Estimate #</u> 321/340/1566	
<u>Advertiser</u> Priorities USA Action		<u>Original Date / Revision</u> 10/22/12 / 10/22/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8356	<u>Advertiser Code</u> 321	<u>Product Code</u> 340
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 1	3	10/23/12	10/28/12	Newschannel 3 News	6-7am		1:00			NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$1,350.00			
E 2	3	10/29/12	10/29/12	Newschannel 3 News	6-7am		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$675.00			
E 3	3	10/23/12	10/28/12	CBS This Morning	7-9a		1:00			NM	2	\$1,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				2	\$680.00			
E 4	3	10/29/12	10/29/12	CBS This Morning	7-9a		:30			NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$340.00			
E 5	3	10/24/12	10/24/12	Price Is Right	11am-12n		1:00			NM	1	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$2,020.00			
D 6	3	10/29/12	10/29/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
E 7	3	10/23/12	10/28/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$675.00			
E 8	3	10/25/12	10/25/12	CBS Daytime	1228-3pm		1:00			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,700.00			
D 9	3	10/29/12	10/29/12	CBS Daytime	1228-3pm		:30			NM	0	\$0.00
E 10	3	10/23/12	10/28/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T--F--				1	\$1,350.00			
E 11	3	10/25/12	10/25/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,700.00			
D 12	3	10/29/12	10/29/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	0	\$0.00
E 13	3	10/26/12	10/26/12	Newschannel 3 News	5-530pm		:30			NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$880.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
570314 /	07898554

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	PRIORITIES USA	321340/1566

<u>Advertiser</u>	<u>Original Date / Revision</u>
Priorities USA Action	10/22/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
E 14	3	10/24/12	10/24/12	Newschannel 3 News	530-6pm		:30			NM	1	\$880.00
Week:		10/22/12	10/28/12	--W----				1	\$880.00			
E 15	3	10/23/12	10/23/12	Newschannel 3 News	6-630pm		:30			NM	1	\$1,345.00
Week:		10/22/12	10/28/12	-T-----				1	\$1,345.00			
E 16	3	10/24/12	10/24/12	7-730pm	7-730pm		:30			NM	1	\$1,345.00
Week:		10/22/12	10/28/12	--W----				1	\$1,345.00			
E 17	3	10/25/12	10/25/12	M-F 730-8pm	730p-8pm		:30			NM	1	\$1,345.00
Week:		10/22/12	10/28/12	---T---				1	\$1,345.00			
E 18	3	10/25/12	10/25/12	Late News (M-F)	11-1135p		1:00			NM	1	\$3,020.00
Week:		10/22/12	10/28/12	---T---				1	\$3,020.00			
D 19	3	10/29/12	10/29/12	Late News (M-F)	11-1135p		:30			NM	0	\$0.00
E 20	3	10/23/12	10/28/12	Late Night with David Letterman	1135pm-1237am		1:00			NM	1	\$1,270.00
Week:		10/22/12	10/28/12	-TW----				1	\$1,270.00			
E 21	3	10/24/12	10/26/12	Late Late Show w/Craig Ferg	1237-139am		1:00			NM	1	\$440.00
Week:		10/22/12	10/28/12	--W-F--				1	\$440.00			
E 22	3	10/29/12	10/29/12	Late Late Show w/Craig Ferg	1237-139am		:30			NM	1	\$220.00
Week:		10/29/12	11/04/12	M-----				1	\$220.00			
E 23	3	10/27/12	10/27/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00
Week:		10/22/12	10/28/12	-----S-				1	\$250.00			
E 24	3	10/27/12	10/27/12	730-8pm	730-8pm		:30			NM	1	\$340.00
Week:		10/22/12	10/28/12	-----S-				1	\$340.00			
E 25	3	10/27/12	10/27/12	Redskins Overnight	1135-1235xm		:30			NM	1	\$180.00
Week:		10/22/12	10/28/12	-----S-				1	\$180.00			
E 26	3	10/28/12	10/28/12	1135pm-1205am	1135pm-1205am		:30			NM	1	\$515.00
Week:		10/22/12	10/28/12	-----S				1	\$515.00			
N 27	3	10/25/12	10/25/12	Newschannel 3 News	12n-1230pm		1:00			NM	1	\$1,350.00
Week:		10/22/12	10/28/12	---T---				1	\$1,350.00			
Totals											24	\$24,550.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	21	\$23,315.00	\$19,817.75
10/29/12 - 10/29/12	3	\$1,235.00	\$1,049.75
Totals	24	\$24,550.00	\$20,867.50

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10/23/12 - 10/29/12	PRIORITIES USA	321/340/1566

<u>Advertiser</u>	<u>Original Date / Revision</u>
Priorities USA Action	10/22/12 / 10/22/12

Signature: _____ **Date:** _____

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